

## ABSTRACT OF THE DISCLOSURE

5           A method and apparatus for selecting radio stations for reception based on a preferred program content. A list of radio station identifiers is stored in a memory and organized according to program content specifiers. When a presently received signal fades, the memory is searched for an alternate radio station with similar program content. If none is available, a prioritized list of alternative program content  
10       preferences is accessed and used to index other preferred radio stations for searching. In one embodiment, radio station geographic location information is stored in the memory, and the searching operation considers both program content preference and geographic proximity. The memory can be manually programmed, pre-programmed, updated by subscription, or programmed over-the-air by radio transmission. In one  
15       embodiment, a global positioning system receiver is employed to provide instantaneous radio location information.